

Organic Tweets starter kit

Print or open with a PDF editor to complete the following exercises
and start building your organic Twitter Presence



Find your voice on Twitter

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01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity

Copy

Words, phrases, and topics to incorporate

Media

Things to include in images or video

Emojis

Emojis that are ok to use

Words, phrases, and topics NOT to incorporate
(Competitor names? Old company taglines)

Things NOT to include in images or video
(Licenced material? Is the interior of the bar
ok, but someone drinking too much?)

Emojis that are NOT ok to use
(Weapons? Gender representation?)

Spice-o-meter: 🌶️ 🌶️🌶️ 🌶️🌶️🌶️

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02 Create a persona

Fill in the blanks below to start envisioning your brand in its most human form. After all, brands don't Tweet — people do!

If your brand was a person...

Their favourite restaurant would be _____

Their go-to outfit would be _____

Their catchphrase would be _____

Their most-used emoji would be _____

Their coffee shop order would be _____

The background image of their phone would be _____

Their most called phone number is their _____

Their pet would be a _____ named _____

Their most-played album would be _____

Narrowing in

After people interact with our brand they should feel _____

Two words I think of when I think of that feeling are _____ and _____

A brand that makes me feel that way is _____

That brand's tone is _____ and _____

Draw a portrait

If your brand was a person, what would it look like?

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03 Practice, practice!

Put the first two exercises into action with some practice Tweets

Tweets that fit our brand voice:

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Tweets that don't fit our brand voice:

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Plan your Tweets

A Month of Tweets

We've outlined some ideas to get you started – use the extra space to add your notes

Monday

Tuesday

Wednesday

Thursday

Friday



FAQ



Retweet



Pro-tip



Retweet
with comment



Behind-the-scenes
pic



MotivationMonday



Key piece of content



Gif



Statistic



Meme



Twitter Poll



Ask a question



WednesdayWisdom



Successful past
Tweet



Shoutout



Positive brand news



UGC



Video



Go live!



One-liner

Write your Tweets

Tweet Ideas

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Tweet Ideas

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For more resources, visit business.twitter.com
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